

SVBC Board Meeting Minutes

Date: May 21, 2009
Location: Stanford University, Building 170, 2nd Floor Conference Room

Present: Jerri-Ann Meyer, Jack Miller, Paul Goldstein, Sue Young, Gary Brustin, Jim Parker, and Mark Eliot
Absent: Greg McPheeters and Ryan Kaufman
Staff: Corinne Winter
Guests: Hollis McDade Kline

Meeting called to order at 6:35pm by Jerri-Ann

Closed Session. Guests were asked to leave the meeting. Gary proposed that, due to recent emails posted by Barry Burr on the Silicon Valley Bicycle email list regarding the conduct of the Board, we should open a claim with the company that carries our errors and omissions insurance telling them about the circumstances.

MOTION by Paul that SVBC open a claim with our insurance carrier; seconded by Jim; motion passed unanimously.

ACTION for Gary and Corinne to discuss this next Wednesday and proceed accordingly.

Guests were invited back into the meeting.

Public Comments. The meeting was opened for public comments. No comments.

April Minutes.

MOTION by Paul to approve minutes from the April meeting; seconded by Sue; motion passed unanimously.

Finance Committee Report. Jim presented the current finances. We are slightly ahead of budget at the moment, but not all the Bike to Work Day revenue and expenses have been accrued.

Fundraising Committee Report. Work on the vision document (was the annual report) has lagged a bit due to other staff priorities. Corinne takes responsibility for this and wants to make clear that this is no reflection on the good work done by both Ryan and Greg. The Board feels this document is necessary for any kind of effective fundraising with foundations, major donors, etc. Sue would like to move ahead with the event at Sports Basement. Most of the details have been set including date, flyer, room used, and discount. Jack added that Sports Basement still plans to have a swap meet as we did last year. Last year's event raised money.

Bylaws Committee Report. Gary reported that he contacted several other attorneys regarding the bylaws review. All except one quoted a minimum of several thousand dollars. The Stanford Law School has a pro bono clinic that does this kind of work with second- and third-year students. They can get to this by January 2010. The Board liked this option very much. Jerri-Ann suggested that we ask for a reference about the work of the clinic.

MOTION by Gary that we proceed with Stanford Legal Clinic on a document review project and simultaneously check references; seconded by Paul; motion passed unanimously.

Staff Report. Corinne presented the statistics from Bike to Work Day. Jim asked about what Corinne would like to improve next year. Corinne said that the staff will review BTWD next week, but off-hand she would like to see more events involving public officials. Erin is part-time staff managing events and assisting with communications. Jen is full-time working on Share the Road, the Diridon Station project, and membership. Colin is part-time handling the Bike Friendly Workplace program. The Bike Friendly Workplace plan is on the SVBC documents site in draft form; Corinne would like comments. Corinne and Greg are continuing to investigate hosting the hand made bike show in San Jose as potential SVBC fundraising. Corinne is planning to throw a volunteer barbeque sometime in July.

Stanford Board Fellows Project. Hollis gave the final presentation of her project. She designed an on-line membership survey, administered it, and now has the results. Among the results were: 150 started the survey; 139 completed it; half of respondents take their bikes on the Caltrain; uses of other forms of transportation were not statistically meaningful; SVBC excels at parking, representing the community, improving access to transit; half of respondents read the email bulletin; comments indicate that SVBC is not visible enough; need better materials for new members; volunteering is difficult; half of members are 45-54 years old; over 80% are white; many respondents felt that SVBC is a serious, hard-core commuter organization that may not represent purely recreational riders.

ACTION for Corinne to contact the survey respondent who won the gift certificate raffle.

Policy Committee Report. Paul reported that little has happened in the policy area in the last month. He met with Caltrans at the Highway 9 site where the rumble strips are now installed to discuss the installation. Caltrans intends to continue installing strips in the absence of statistics on hazards. Paul suggests that SVBC include information on our website for cyclists and provide a feedback mechanism. Sense of the Board is that this is a priority for staff, but must be weighed against other priorities. Santa Clara County is drafting a new parade ordinance for the VTA; Paul has discussed this with the County attorney.

County Reports. Jerri-Ann reported a very good crowd for the Santa Clara County Over/Under Tour. She handed out a lot of flyers and remaining BTWD material. Mark

reported that Mike Harding on the Peninsula Committee is working on a bike counting project. He's taken a class to learn the standard methodology and is encouraging others to participate. The new San Mateo County bike map is now available. The City/County Assoc. of Govt. wants to charge us \$1 per map. Given SVBC's involvement in updating the map, we are negotiating to get maps for free.

Upcoming Calendar Items. The next Board meeting will be moved to June 25th. Budget review will now be at the July meeting. Add a to-be-determined fundraising event scheduled for September.

Meeting adjourned at 9:08pm

Respectfully submitted,
Mark Eliot